

JUST IN TIME & IN YOUR OWN BACKYARD

- A Dozen Nontraditional Channels
- 5 Strategic Tips



STRATEGIC TIPS



1. Identify & understand your audience.
2. Promote simple, doable behaviors.
3. Be there just in time.
4. Work with the private sector.
5. Utilize public sector venues.

#1. IDENTIFY & UNDERSTAND YOUR AUDIENCE

Messages for tobacco prevention on toilet paper in **Porta Potties** at Youth Concerts



- *"May your lungs be cleaner than this Porta Potty."*
- *"Tobacco kills one person every 10 seconds. Good thing you're sitting down."*
- *"What's worse: running out of toilet paper or running out of breath."*

Tobacco use among teens in Washington State has declined by 53% in the last decade.

#2. PROMOTE SIMPLE, DOABLE BEHAVIORS

- SIDS & Pampers
- Health Canada Research:
 - From 44% to 66% saying back sleeping position reduces risks



#3. BE THERE JUST IN TIME



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- **With flags at crosswalks**
- Using the same idea in Kirkland, WA
- Major barrier to using a flag. "I feel safe."

62 people have been injured or killed in crosswalks in Kirkland.

Carrying a flag: 0
Not carrying a flag: 62

1996-2006



#3. BE THERE JUST IN TIME

- With condoms in Nepal
- Since 2003, from 11 million to 22 million in 3 years



#3. BE THERE JUST IN TIME

- **When lighting up.**
- Survey of 500 households
- After 6 months, 21% of parents said changed habits

**6,000 Children Die Each Year
From Exposure To Secondhand
Tobacco Smoke**



- Give one of your photos to family and friends who smoke around you.
- Ask them to put it in their cigarette packs, as a reminder to smoke outside.
- Show them the statistics on the back of this card.

This will help your family and friends understand why you want them to smoke outside.

#3. BE THERE JUST IN TIME

- With tent cards in Singapore
- Displayed at over 7000 hawker centers and food courts



#4. WORK WITH THE PRIVATE SECTOR

- Like a teen retail store
- *GO GIRLS! & Mannequins*



#4. WORK WITH THE PRIVATE SECTOR

- Like a local life vest manufacturer
- Sales increased 25% first year



#4. WORK WITH THE PRIVATE SECTOR

- Like bars & restaurants in Maryland
- From 52% in 2004 to 39% in 2005 who say they no longer fertilize in the fall



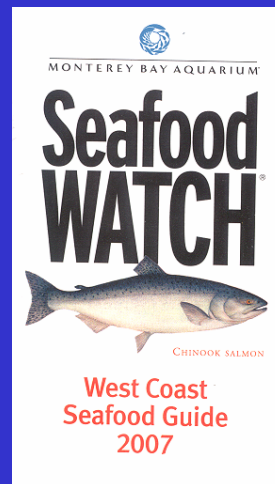
#4. WORK WITH THE PRIVATE SECTOR

- Like Mattel!



#4. WORK WITH THE PRIVATE SECTOR

- Like Warner Brothers
- 9 million Seafood Watch Guides in Happy Feet DVDs



BEST CHOICES	GOOD ALTERNATIVES	AVOID
Abalone (farmed) Barramundi (US farmed) Catfish (US farmed) Clams, Mussels, Oysters (farmed) Cod: Pacific (Alaska longline)* Crab: Dungeness, Snow (Canada) Halibut: Pacific Lobster: Spiny (US) Pollock (Alaska wild)* Rockfish: Black (CA, OR) Sablefish/Black Cod (Alaska, BC) Salmon (Alaska wild)* Sardines	Basa/Tra (farmed) Clams, Oysters* (wild) Cod: Pacific (trawled) Crab: King (Alaska), Snow (US), Imitation Dogfish (BC)* Flounders, Soles (Pacific) Lingcod Lobster: American/Maine Mahi mahi/Dolphinfish (US) Rockfish (Alaska, BC hook & line)* Sablefish/Black Cod (CA, OR, WA) Salmon (CA, OR, WA wild)	Chilean Seabass/Toothfish* Cod: Atlantic Crab: King (imported) Dogfish (US)* Grenadier/Pacific Roughy Lobster: Spiny (Caribbean imported) Mahi mahi/Dolphinfish (imported) Monkfish Orange Roughy* Rockfish (trawled)* Salmon (farmed, including Atlantic)* Scallops: Sea (Mid-Atlantic) Sharks*

#4. WORK WITH THE PRIVATE SECTOR

- Like McDonald's
- Tray liners with immunization schedules



#5. UTILIZE PUBLIC SECTOR VENUES

- Like schools
- Posters in restrooms



#5. UTILIZE PUBLIC SECTOR VENUES

- Like truckers weigh stations for pee jugs



#5. UTILIZE PUBLIC SECTOR VENUES

- Like bus stops for Gum boards
- Peelable plastic sheets removed when full
- Officials say making a difference in the first several months



#5. UTILIZE PUBLIC SECTOR VENUES

- Like city buses



#5. UTILIZE PUBLIC SECTOR VENUES

- Like Airports



NONTRADITIONAL MEDIA

- Diapers
- Dock signs
- Tent cards
- Tray liners
- School photos
- Wallet cards
- Bar coasters
- School posters
- Toys
- Bus stops
- Retail stores
- Porta potties

LET'S THINK LIKE THIS!



CLEVER HELPS TOO



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